DOCUMENT RESUME

ED 191 072 CS 205 793

AUTHOR Lehnert, Eileen
TITLE A Market Segmentation Study of the Youth Market's Perception of the Ideal Newspaper.
PUB DATE Aug 80
NOTE 29p.: Paper presented at the Annual Meeting of the Association for Education in Journalism (63rd, Boston, MA, August 9-13, 1980).

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS Adults: *Attitudes: College Students: Higher Education: *Information Needs: Journalism: *Media Research: *Newspapers: *Reading Interests: Research Methodology: *Young Adults

ABSTRACT

Segmentation, a research technique used to ascertain the needs and wants of consumers, was employed in a study that examined the attitudes of persons aged 18 to 34 years toward newspapers. This age group was chosen on the basis of research indicating that it is the weakest segment in the newspaper readership market. Interviews with 14 college students, who represented a variety of ages, majors, class levels, hometowns, readership patterns, and length of time spent reading a newspaper, were used to generate 62 attitude statements for a Q-sort activity. Seventy-one young adults were then selected to sort the statements along an agree/disagree continuum. The study found five distinct segments of the 18- to 34-year-old reader market: (1) those most interested in the quest for information, (2) consumer advocates who seek useful information to help them make decisions, (3) those who desire entertainment from a newspaper, (4) those who seek a variety of opinions on a range of topics, and (5) those who are most interested in reading about their communities, including their friends and acquaintances. The results confirmed that persons in the age group studied do not have just one set of consumer needs that newspapers should be addressing in their marketing strategies. In addition, they showed that while young readers are, on the whole, dissatisfied with their newspapers, they do not agree on changes that need to be made in content and format. (FL)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED191072

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

A MARKET SEGMENTATION STUDY OF THE YOUTH MARKET'S PERCEPTION OF THE IDEAL NEWSPAPER

by

Eileen Lehnert

Instructor
School of Journalism
Michigan State University

Presented to the
Newspaper Division
Association for Education in Journalism
Boston, Mass.
August 10-14, 1980

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Eileen Lehnert

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

CS205783

In the past few years print journalism has been facing an ever-increasing dilemma: total daily newspaper circulation in the United States has declined four percent since 1974,[1] a figure whose significance increases when matched with the concurrent rise in population of about three percent for the same period.[2] Some have contended that newspapers are rapidly becoming monuments to a by-gone era and that newspapers are not changing sufficiently with the times. Others have attributed the loss of readership to the spectacle of television news.

But studies have shown that "people who watch TV news are the most likely to buy a newspaper the next day; they are most likely to read the paper longer than people who do not watch."[3] Since the choice of another medium isn't the reason for declining circulation, what is?

The American Newspaper Publishers Association and the Newspaper Advertising Bureau have already committed themselves to an extensive three-year look at the readership problem. The two groups have announced the establishment of a $3 million fund designated entirely for research designed to pinpoint the causes and find remedies for the loss of newspaper readership.[4]

A prime target for such a probe would be the 18 to 34-year-old market, which is one of the weakest segments in the newspaper readership population.[5] In 1960, the Census Bureau reported that in households in which the head of the household was under 25, newspapers only had 44.8 percent penetration compared to 67.3 percent penetration in households in which the household head was between 35 and 39.[6] Although a similar study was not conducted

in the 1970 census, a study conducted by Yankelovich, Skelly and White, Inc. for Harte-Hanks Newspapers in 1976 found that while all newspaper reading in the last decade has declined four percent, readership by young adults had decreased by 10 percent.[7]

The 18 to 34-year-old market is obviously not a homogeneous one with one set of needs and wants that newspapers need to meet. With this in mind, this study used segmentation, a research technique used extensively by marketers to ascertain the needs and wants of consumers.[8]

Segmentation is not a new technique in the field of newspaper readership. Most existing studies have segmented markets along demographic or usage lines: age, reader-nonreader, subscriber-nonsubscriber, resident-new resident.[9] But as Daniel Yankelovich explained in 1964:

> The demographic premise implies that differences in buying, in brand choice influences, in frequency of use or in susceptibility will be reflected in differences in age, sex, income and geographic location. But this is simply not true.... These may have no demographic correlatives.[10]

By segmenting along demographic or usage lines, attitudes across segments are disregarded, thus creating skewed findings.

Since attitudes are the roots of the study of consumer motivation, this study used Q-technique to segment the 18 to 34-year-old market attitudinally. Q-methodology was chosen for this study because of its successful use in motivational research and because it provides a basis for operantly identifying market segments.

This was a limited-sample Q-study. The respondents were chosen purposively, not randomly to represent heterogenity in

variables related to newspaper readership. Primarily because the sample was not randomly chosen, it will not be possible to generalize to a general population how large each attitude segment is. Further, even if the sample had been randomly chosen, it would be statistically inaccurate to project numbers in each segment, particularly for small segments; the confidence interval for such statistics would represent a large percentage of the statistic.

Methodology

Fourteen subjects were chosen for in-depth interviews to reflect a wide range of opinions of newspapers. The subjects were chosen to represent a variety of ages, majors, class levels, hometowns, readership patterns and length of time spent reading a newspaper (if one is read at all). Each interview included a discussion of how the respondents felt about various parts of a daily newspaper as well as different types of stories that might appear in a newspaper. Some 400 statements were gathered from the interviews. This Q-universe was pared down to 62 attitude statements by eliminating factual statements, duplications and idiosyncratic statements.

Seventy-one Michigan State University students were selected to complete the Q-sort. College students were selected as respondents because research has shown that better educated people are more likely to be newspaper readers.[11] The respondents were asked to sort the statements in a quasi-normal distribution along an agree-disagree continuum. They were asked to complete the sort in reference to their "ideal" newspaper.

The completed Q-sorts were processed using the Statistical Package for the Social Sciences and the QUANAL program's WRAP phase. The QUANAL program was developed by N. Van Tubergen at the University of Iowa to provide a multiphase program to handle all aspects of Q-analysis.

Specifically, the data were entered into the QUANAL program to ascertain how many factors would account for the greatest amount of variance while keeping the sizes of the factors interpretable. (For this study, it was decided that a minimum of three persons with significant loadings[12] on a factor would constitute an interpretable factor.) It was found that a five-factor solution would account for 82.7 percent of the variance while maintaining interpretability of the factors. The respondents' sorts were intercorrelated by SPSS to provide a correlation matrix which the computer then factor analyzed using the principal axis method. Five factors were thus obtained, made up of individuals who completed the sort in a similar fashion. The factors were then rotated orthogionally through a varimax solution to mathematically obtain a maximum number of pure loadings (i.e. significant loadings on one and only one factor). The data were then entered into the WRAP phase to obtain an array of statements, arranged from most agree to most disagree for each of the five factors.

Interpretation

In interpreting the five factors, early attention was given the consensus items, those statements upon which all the factors essentially agree. Interfactor agreement upon attitude statements

can be of great importance in ascertaining the attitudes of young people about newspapers. Special attention is also afforded the discriminating items, those statements ranked significantly higher or lower by one factor than by any of the other factors. These are the statements that essentially separated this factor from the others.

About 20 percent of the statements (i.e. 11 out of 62) were held in similar regard by all of the five factors. Each of these statements had an average Z-score of less than -1.00. In other words, all eleven statements were held by the factors in a slightly negative view, tending toward the neutral area.

The most disagree of the statements (60) reflects the fact that respondents are not discarding television news in favor of the newspaper. By also disagreeing with statement (53), however, they're underlining the fact that they want a newspaper to provide more than just news briefs: they already get that much news from television. The respondents seem to agree that it's the job of the newspaper to take the news that television presents and develop it in depth.

Respondents also agreed that it really isn't too important to them if the press acts as a watch dog on government (9) or gives a great deal of space to politics and government operations (18), (19).

The respondents registered slightly negative reactions to needing to read about other peoples' problems (45), and to using newspaper ads as a means to find out about a community (27). Although respondents did not agree that advertising was important

for them to learn about their communities, respondents indicated that they were interested in receiving information about births, deaths and marriages in their locales (49). Finally, respondents said that letters to the editor were important to them. They liked the option of being able to voice their opinions in that forum (36) but they weren't convinced that letters presenting both sides of an issue were essential (35).

Table 1 Consensus Items: The scores are the standard Z-scores from the individual factor arrays.

		FI	FII	FIII	FIV	FV
60.	The TV news ties you to being in a specific place at a specific time; I prefer the newspaper because it lets me get the news when I'm ready to get the news.	-.8	-.5	-.8	-.3	-.3
53.	I like News Briefs - the brief summaries of major stories - because they give me a quick way to know what's going on in general.	-.1	-.3	.1	-.7	-.4
9.	It's good to know that the press is investigating government and business; it's essential to keeping them honest.	-1.0	-.6	-.3	-.4	-.2
18.	Legislation can touch all aspects of your life. I want my newspaper to explain how important bills will affect me if they become law.	-.1	-.4	.1	-.5	.2

		FI	FII	FIII	FIV	FV
19.	I want extensive coverage of politics and government; I need to know how the government is operating.	.3	-.3	-.7	-.2	.2
45.	Reading about other people's problems and how to solve them, often gives me ideas about how to deal with my own problems.	.7	.0	-.2	-.2	-.5
27.	Newspaper ads give a quick overview of what a community has to offer. It's important to me to get that kind of information.	-.7	-.2	-.4	-.4	-.3
49.	Some newspapers record so many births, deaths, weddings, divorces and engagements. I don't like that; it's so gossipy.	.1	-.4	-.3	-.2	-.8
36.	Letters to the editor give individuals access to the public ear. I don't care about being able to have that kind of access.	-.3	.2	-.2	0	-.6
35.	When I read letters to the editor I disagree with, I also like to see letters on the same topic that I agree with to balance the point of view.	-.1	-.1	0	-.4	-.4

Factor I, The Information Stalker

Factor I, The Information Stalker, is made up of fifteen people -- all Caucasian women. The Information Stalkers are almost obsessed with the quest for information. They want a newspaper to cover a wide range of topics (14) and they're so intent on this

that they're willing to forego comics (50) and features (25) for articles of a more serious nature.

Persons on this factor, however, do realize that photographs can tell a story sometimes more effectively than words. They find a newspaper without photos unappealing (43) even though it may meet all of their informational needs. But they aren't ready to compromise their need for content and substance in favor of graphics. They will not condone having photographs in a newspaper merely for the sake of breaking up a monotony of dull, gray type (41).

The Information Stalkers are also very busy people who are interested in getting all of those facts as quickly as possible. Therefore, they're not concerned that newspaper sections allow for more than one person to read the paper (48) and they are also angered when a headline does not tell them the main point of the story (1).

Although Information Stalkers are concerned with learning about international affairs (20), they do not want to be subjected to news about the seedy side of life -- crime (61), (5). But they do think that the newspaper should act as a social consciousness for the community (24) and investigate crime and other social matters on a purely sociological level. The Information Stalkers also agree that it is important that the newspaper investigate crime on a higher level -- in government and business (8).

Persons on this factor are determined individualists; they don't need a newspaper to tell them where to save money (30), (29), (28) or how to spend their leisure time (26). On the other hand, they are interested in finding out how other people think, feel

and react (47). Learning about other people's feelings is all part of the educational process but just reading about how people live, who's getting married or who's dying is worthless information to the Information Stalker (51).

Table 2 Discriminating Items, Factor I

		Z-Score	Average Z	Difference
14.	I like a newspaper to cover a wide range of topics and to cover them fully and in depth.	2.16	-.580	2.739
50.	I don't dislike comics in a newspaper. I just think that the paper could use that space for other stories.	2.512	-3.32	2.844
25.	I enjoy reading stories that are simply entertaining and bright. They break the monotony of reading the news.	-.80	1.114	-1.914
43.	A newspaper without photographs is just a sea of type - and an ocean of dullness.	3.517	-.619	4.136
41.	I don't care for arty photos that don't make a point - like the photograph of a tree in blossom on the first day of spring.	2.200	-.546	2.746
48.	I like it when my newspaper comes in sections; that way more than one person can read the paper at once.	-1.140	.833	-1.973
1.	I dislike headlines that are catchy, cute and lively.	.408	-.516	.954

		Z-Score	Average Z	Difference
20.	I feel a part of the entire globe and what happens all over the world is important to me. I want a newspaper to reflect those views.	1.201	-.270	1.471
61.	Some newspapers report crimes in vivid, descriptive detail. It's sensationalism of the worst kind and I resent being subjected to that kind of reporting.	2.083	.015	2.068
24.	I don't want a newspaper to investigate and explain matters of social concern - like drugs or homosexuality.	-1.151	.602	-1.753
8.	It's important to me that the press thoroughly investigate government and business so that I can understand better how to vote and how to respond.	1.392	-.319	1.711
30.	Coupons in a newspaper are a must. They save me a lot of money.	-1.020	-.042	-1.086
29.	I like my newspaper to cover things that help me as a consumer.	-1.287	-.085	-1.202
28.	Ads in newspapers are usually more informative and useful than ads on television.	-1.225	.118	-1.344
26.	It's not important to me for a newspaper to run stories on activities I can participate in, hobbies I can experiment with. I can get that information from other sources.	2.070	-.533	2.603
47.	I enjoy reading advice columns. It gives me a chance to see how other people think, react, feel.	1.983	-.229	2.212

		Z-Score	Average Z	Difference
51.	I enjoy reading the society page and finding news about a friend or acquaintance.	-.842	.655	-1.497

Factor II, The Consumer Advocate

Factor II is comprised of fifteen people -- eight females and seven males. Useful information is of paramount importance to Consumer Advocates. They are interested in getting the most for their money and they expect their newspapers to help them secure that end (16), (31), (30). Although they use critics as a guide to movies and restaurants, they do so cautiously; they want to be convinced that they should really trust these "experts."

The Consumer Advocate feels that news in a paper should be current (56), filled with intelligent opinion (54) and balanced (37). All of those elements are essential for the reader to get a fair deal from the paper, according to the Consumer Advocate. A reader also needs to be well-informed in order to protect his/her rights as a consumer and as a citizen. For that reason, persons on this factor think it's essential that newspapers cover crime so that the citizenry can be aware of its existence (5). They're not concerned about having a newspaper delve into the sociological reasons for crime, drugs and other social problems (24). They just want the paper to let people know when, where and how these things happen. Therefore, the Consumer Advocate doesn't agree that news has to be "bad" in order to be reported but that "bad" news has to be reported (17).

Since the Consumer Advocate views information as a defense against falling victim to the system, they are keenly interested in reading about the organization and operation of their community, its government and its schools (23). But they also realize that it takes time and space to cover a community in that depth. So, they will not merely scan the front page to get a feel for the news of the day (21). For that same reason, they consider News Briefs a waste of space in a newspaper (10): they're simply an overview of the news. They don't provide the specific facts they expect to get from a paper.

To the Consumer Advocate, a newspaper is a storehouse of facts that need to be kept for later use. A newspaper need not be entertaining (22) nor sensational (39). Consumer Advocates are keen on reading about other people's problems but only if it will help them solve their own problems (47). They are also interested in reading others' viewpoints in editorials but they don't use them to model their own views (33). They are too independent-minded for that.

Table 3 Discriminating Items, Factor II

		Z-Score	Average Z	Difference
16.	Movie critics and restaurant reviewers are like consumer guides. They let you know what to expect, what things are likely worth doing.	2.593	-.204	2.796
31.	Newspaper ads provide me with important information. They let me know where the sales are so I can save money.	1.518	-.414	1.932

		Z-Score	Average Z	Difference
30.	Coupons in a newspaper are a must. They save me a lot of money.	.894	-.521	1.415
56.	I want news in the paper to be fresh. I don't want to learn about something on TV tonight and then read about the same thing in the next day's newspaper.	.946	-.332	1.278
54.	I like a newspaper that is filled with intelligent opinion, opinion that causes you to think and mold your position on issues.	.817	-.242	1.060
37.	I like for a newspaper to print letters to the editor that disagree with the newspaper's position; it assures me that the newspaper plays fairly.	1.185	-.108	1.293
5.	Knowing about crime is important. It increases my awareness and enables me to find out what I need to do to protect myself and my property.	1.690	-.114	1.804
24.	I don't want a newspaper to investigate and explain matters of social concern - like drugs or homosexuality.	2.287	-.257	2.544
17.	I sometimes feel that news must be "bad" to be reported. Wars and disasters are emphasized rather than the good things that happen.	1.296	.980	-2.276
23.	I want a newspaper that covers what's happening in local schools: activities, curriculum, board meetings and the like.	2.016	-.103	2.119

		Z-Score	Average Z	Difference
21.	I like the front page because newspapers try to put the most important stories there; you can quickly find out whether anything of major importance has happened.	-1.251	.131	-1.383
10.	I like brief summaries of news stories because I just don't have a lot of time to spend with a newspaper.	-1.435	.421	-1.856
22.	I like to read about famous and important people - how they live, what they do.	-1.086	.155	-1.241
39.	I think newspapers should not publish sensational photos - like the shot of Karl Wallenda falling from the high wire to his death.	2.196	-.203	2.400
47.	I enjoy reading advice columns. It gives me a chance to see how other people think, react, feel.	-.827	.474	-1.300

Factor III, The Fascinated Feature Reader

Seven people loaded positively on Factor III - five females and two males. The Fascinated Feature Readers desire entertainment from a newspaper. They want well-written, bright stories (25) about famous and interesting peoples' lifestyles (22). Moreover, they want a newspaper to help them entertain themselves - they want information on sports they can participate in (44) and activities they can experiment with (26). But they don't want a newspaper to "blueprint" their lives. For that reason, they spurn movie critics and restaurant reviewers (16). They enjoy reading what they have to say (15) but they want to find

out for themselves if a movie or a restaurant really is good or bad.

The persons on this factor are also intrigued with crime - how a criminal's mind works, how an idea for a certain crime was developed (6). They also want crime investigated from a sociological perspective (62).

Although Fascinated Feature Readers aren't concerned about getting extensive coverage of government and politics, they are keenly aware that they need to get a brief picture of what's going on in the world. For that reason, they consistently scan the front page (21). Since they are not using the newspaper to meet informational needs, they could care less if headlines are functional (2). They like artistic photographs (41) but they aren't interested in a photograph that imparts no more than a quick chuckle (4). They want their entertainment to be more long lasting.

Table 4 Discriminating Items, Factor III

		Z-Score	Average Z	Difference
25.	I enjoy reading stories that are simply entertaining and bright. They break the monotony of reading the news.	5.548	-.473	6.022
22.	I like to read about famous and important people - how they live, what they do.	1.204	-.418	1.622
44.	I like a newspaper to cover the kinds of sports I can participate in.	.739	-.408	1.147

		Z-Score	Average Z	Difference
26.	It's not important to me for a newspaper to run stories on activities I can participate in, hobbies I can experiment with. I can get that information from other sources.	-.830	.192	-1.022
16.	Movie critics and restaurant reviewers are like consumer guides. They let you know what to expect, what things are likely worth doing.	-.734	.628	-1.362
15.	I like to read critics who are opinionated and articulate -- even when I disagree with them. They're fun to read.	2.748	-.656	3.404
6.	Stories about crimes themselves - how they occur, what happens to the people involved - are of interest to many people. You want to know what's going on.	2.475	-.403	2.878
62.	A newspaper should deal with crime from a social perspective, revealing the causes of crime so society can understand and react for the good of all.	.285	-.674	.956
21.	I like the front page because newspapers try to put the most important stories there; you can quickly find out whether anything of major importance has happened.	.622	-.337	.959
2.	I don't like it when I read a headline and it doesn't tell me enough so I can decide whether or not I want to read the story.	-.913	.055	-.968

		Z-Score	Average Z	Difference
41.	I don't care for arty photos that don't make a point - like the photograph of a tree in blossom on the first day of spring.	-.801	.205	-1.006
4.	I like to see humorous photos, photos that give you a chuckle or sometimes a good laugh.	-1.219	.178	-1.397

Factor IV, The Opinion Seeker

Nine respondents loaded positively on Factor IV -- seven males and two females. The Opinion Seeker is totally enamored with the search for a variety of opinions on a wide range of topics. The editorial page then is a continual source of delight for the Opinion Seekers. They are so entranced with reading others' opinions that they get upset if an editorial stops short of actually taking a firm stand on an issue (34). The purpose of an editorial is to state an opinion - and for them, all editorials help them mold their opinions (33).

Since it takes time to digest the viewpoints expressed on the editorial page, Opinion Seekers don't have time to read a daily newspaper (58). However, since the paper does come every day, they feel obligated to read it because they don't want to miss the opportunity to be exposed to another set of opinions. For the same reason, Opinion Seekers like the fact that a newspaper comes in sections (48). It allows them the freedom to latch onto the editorial page without monopolizing the rest of the newspaper.

Persons on this factor are also interested in obtaining opinions that can influence their daily living patterns. The Opinion Seekers conscientiously read columns written by critics (11) and they are also interested in procuring views that can help them as a consumer (29).

Since the Opinion Seekers don't read the newspaper to glean facts, they aren't concerned with the amount of space the paper devotes to world news (20) or community news (57). They are also uninterested in ads (31) and photographs (39) in a newspaper. They do, however, realize that others often read papers for information. Consequently, they feel very strongly that papers shouldn't provide criminals with ideas for bigger and better crimes (7) by providing them with every detail of a crime.

Table 5 Discriminating Items, Factor IV

		Z-Score	Average Z	Difference
34.	I dislike reading through an editorial that lays out issues and pertinent facts and then finding the editorial makes no definite conclusion, takes no clear viewpoint.	4.170	.513	3.657
33.	Both editorials I agree with and those I disagree with help me to clarify and form my own opinions.	2.691	-.533	3.224
58.	A daily newspaper really comes too often for me; I don't have time to read a newspaper every day.	3.313	-.266	3.579
48.	I like it when my newspaper comes in sections; that way more than one person can read the paper at once.	3.405	-.303	3.709

		Z-Score	Average Z	Difference
11.	I'm skeptical of critics. I'm not that fond of "experts" who tell me what to like and dislike - about movies or restaurants or whatever.	-.692	.275	-.966
29.	I like my newspaper to cover things that help me as a consumer.	.603	-.558	1.161
20.	I feel a part of the entire globe and what happens all over the world is important to me. I want a newspaper to reflect those views.	-1.326	.362	-1.687
57.	I like local stories - the news about people and events and issues that make up my community.	-.460	.687	-1.146
31.	Newspaper ads provide me with important information. They let me know where the sales are so I can save money.	-1.195	.264	-1.459
39.	I think newspapers should not publish sensational photos - like the shot of Karl Wallenda falling from the high wire to his death.	-1.029	.603	-1.632
7.	Every detail of a crime shouldn't appear in a news story. I hate to think how many people read the paper to get ideas and "blueprints" for similar crimes.	.861	-.365	1.226

Factor V, The Pillar of The Community

Factor V is comprised of six people -- four females and two males. People on this factor, the Pillar of the Community, are staunch supporters of their communities and therefore, are very interested in reading about every aspect of their locales (57),

including their friends and acquaintances (51). They often get upset by the type of coverage that a newspaper gives their communities. Papers seem to center their stories on the negative events in the community (17) instead of all the positive things they know exist.

Individuals on this factor also enjoy photographs in a newspaper. Photos allow them to be at that local Little League game (40) and humorous photographs provide a little comic relief (4) to offset all of the "bad" news in a paper. But the Pillar of the Community is not interested in photographs merely as a way to break up the dullness of the type (43).

Being active in the community takes time. The people that comprise the Pillar of the Community factor like News Briefs because they capsulize the news for them (10). But they do like a daily newspaper (58) because so much can happen in their communities in just one day and they don't want to miss any of it.

The Pillars of the Community read editorials and opinion pieces merely to get additional information about their communities (54), (15). They aren't concerned if they can't ascertain the stand of a particular piece (34). They do, however, feel uncomfortable if an editorial disagrees with their feelings and opinions about their communities (32).

Table 6 Discriminating Items, Factor V

		Z-Score	Average Z	Difference
57.	I like local stories - the news about people and events and issues that make up my community.	2.230	.015	2.215

		Z-Score	Average Z	Difference
51.	I enjoy reading the society page and finding news about a friend or an acquaintance.	3.337	-.390	3.726
17.	I sometimes feel that news must be "bad" to be reported. Wars and disasters are emphasized rather than the good things that happen.	4.891	-.567	5.458
40.	Photographs do things that words cannot: they let you see the event; they let you be at the event when something interesting or important is happening.	2.102	-.157	2.258
4.	I like to see humorous photos, photos that give you a chuckle or sometimes a good laugh.	1.419	.481	1.900
43.	A newspaper without photographs is just a sea of type - and an ocean of dullness.	-1.045	.522	-1.566
10.	I like brief summaries of news stories because I just don't have a lot of time to spend with a newspaper.	1.271	-.256	1.527
58.	A daily newspaper really comes too often for me; I don't have the time to read a newspaper every day.	-.765	.753	-1.519
15.	I like to read critics who are opinionated and articulate -- even when I disagree with them. They're fun to read.	-.946	.267	-1.213
34.	I dislike reading through an editorial that lays out issues and pertinent facts and then finding the editorial makes no definite conclusion, takes no clear viewpoint.	-.542	1.691	-1.233

		Z-Score	Average Z	Difference
32.	Sometimes it's confusing and frustrating to read editorials that give good arguments contrary to a position I hold; it's really uncomfortable to have to change positions on things.	.654	-.297	.951

Conclusions

One outgrowth of this study is to compare the results of this study with previous studies of the 18 to 34-year-old market and newspaper readership.

Larkin and Grotta (1979) found that 19 to 24 year olds in their study felt that ads in newspapers were useful and that newspapers do "a good job of covering news they are interested in."[13] This study also concluded that persons 25 to 34 years old were "much more concerned with the perceived shortcomings of the newspaper than the younger group ... and are less apt to look at only the comics and feature stories in a paper."[14]

This Q-study found that these age groups could not be scrutinized in two large groups but as five very distinct groups that were not delineated by age. The conclusions reached by Grotta and Larkin do not cross over the five factors found in this study. In addition, this study revealed that the five groups were not uniform in their acceptance of their newspapers' coverage as Grotta and Larkin implied.

Schweitzer (1977) concluded that young readers "respond to thorough coverage of the national and world scene"[15] and that young readers were not generally tied to the local community and local news. This study agrees with Schweitzer's findings, but only in

part. One factor, The Information Stalker, was found to be interested in world and national news but another, The Pillar of the Community, was very intent upon sacrificing national and international news in favor of local news. Therefore, what Schweitzer found was verified by this study but this study found that Schweitzer's findings weren't necessarily true for all young readers.

Stevenson (1979) also concluded that young readers had little interest in local news but were concerned with only using the newspaper as a source of entertainment. This study also found that a portion of young readers were interested in features and entertainment, but only a part of the 18 to 34-year-old market.

In summary, past readership studies identified the same newspaper wants of young readers as this study did. The difference lies in the fact that previous studies generalized these needs to the entire 18 to 34-year-old market while this study found that the 18 to 34-year-old market is comprised of five separate segments with five different sets of needs for newspapers to satisfy.

Aside from the above-mentioned theoretical implications, this study has some practical applications. The study found five distinct segments of 18 to 34-year-old readers likely to appear in later Q-studies. It also confirmed that persons 18 to 34 years old do not have one set of consumer needs that newspapers should be addressing in marketing strategies. The study further confirmed that young readers are, on the whole, dissatisfied with their present newspapers but that each factor would like to see different changes made in their newspapers' content and format.

How can this analysis help the marketers of daily and weekly newspapers?

Now that this study has established a set of questionnaire items, the discriminating and consensus items, researchers can take this empirical foundation, apply it to large-sample research in their marketing areas and ascertain the sizes of each of the segments outlined herein.

Once the sizes of the factors have been determined, newspaper executives would be better prepared to make content-change decisions and also to prepare marketing strategies for promotions targeted at the larger segments of the youth market. The successful combination of content changes and promotional efforts should result in an increase in newspaper readership among the 18 to 34-year-old nonreaders. For instance, Information Stalkers might be enticed into the readership fold if they perceived a newspaper as a complete source of national and international news, while The Fascinated Feature Reader might respond best to a promotion which centered around the entertainment value that a newspaper can offer.

In conclusion, this study is held to be of much value, for a number of reasons. The literature search revealed no attitude segmentati- studies done with young persons and their readership habits. This study makes an important beginning in that direction by: (1) establishing an initial definition of such attitude segments, which are likely to emerge again in later studies; (2) in identifying factors not previously identified that are likely to be strongly related to readership; (3) by establishing a set of questionnaire items, the discriminating and consensus items, which are likely to be productives in later research; (4) by providing an empirical foundation for large-sample research capable of determining sizes

of segments; and (5) by providing an information base useful in generating a number of insightful strategies for building readership among young persons.

Footnotes

[1]"Newspaper Editors Join Efforts to Regain Readers," The New York Times, 11 April 1978, p. 20.

[2]Statistical Abstract of the United States 1978, U.S. Department of Commerce, Bureau of the Census, p. 14.

[3]Fergus M. Bordewich, "Supermarketing the Newspaper," Columbia Journalism Review, September/October 1977, p. 24.

[4]"Newspaper Editors," p. 20.

[5]Ernest F. Larkin, Gerald L. Grotta and Philip Stout, "The 21-34 Year Old Market and the Daily Newspaper," ANPA News Research Report No. 1, April 8, 1977, p. 1-2.

[6]Current Population Reports, Population Characteristics, June 3, 1960. Series P-20, No. 102, "Household Delivery of Daily and Sunday Newspapers: 1959."

[7]"Hart-Hanks Study Says Newspapers Must Meet Needs of New Audience," SNPA Bulletin-News, December 13, 1977, p. 4.

[8]Charles Mauldin and John Sutherland, "The Use of Attitude Segmentation in Selecting Market Targets and Choosing a New Product Name: Application to an Automated Teller System," submitted to the Association for Education in Journalism Conference, Madison, Wis., August, 1977.

[9]Robert L. Stevenson, "The Frequency of Newspaper Readership," ANPA News Research Report No. 7, October 21, 1977.

Keith R. Stamm, Kenneth N. Jackson and Lawrence Bowen, "Newspaper Use Among New Residents," ANPA News Research Report No. 6, October 5, 1977.

Paula M. Poindexter, "Non-readers: Why They Don't Read," ANPA News Research Report No. 9, January 5, 1978.

Jack M. McLeod and Sun Yuel Choe, "An Analysis of Five Factors Affecting Newspaper Circulation," ANPA News Research Report No. 10, March 14, 1978.

Ernest F. Larkin, Gerald L. Grotta and Philip Stout, "The 21-34 Year Old Market and the Daily Newspaper," ANPA News Research Report No. 1, April 8, 1977.

[10]Daniel Yankelovich, "New Criteria for Marget Segmentation," Harvard Business Review, XLII No. 2 (March-April 1964), p. 89.

[11]Jack Z. Sissors, "Do Youthful, College-Educated Readers Prefer Contemporary Newspaper Designs?" Journalism Quarterly Vol. 51, No. 2 (1974), p. 307.

[12]Significant factor loadings are determined by computing the standard error for the zero-order correlation coefficient; SE=1/n, where n=the number of statements. In this case, SE=1/62=.788. Those loadings greater than .340 are significant at P=.01. (2.58 x).

[13]Ernest F. Larkin and Gerald L. Grotta, "A Market Segmentation Approach to Daily Newspaper Audience Studies," Journalism Quarterly Vol. 56, No. 1 (1979): 32.

[14]Larkin and Grotta, p. 34.

[15]John C. Schweitzer, "Newspaper Readership Interests of the Young," presented to the Newspaper Division of the Association for Education in Journalism, August 1977, p. 14.